



HISTORIC LANDMARKS COMMISSION STAFF REPORT

File Nos.	HL15-215
Application Type	Historic Landmark Nomination
Applicant	SuperMicro, Inc.
Location	750 Ridder Park Drive
Zoning	CIC Combined Industrial/Commercial
Council District	3
Historic Area	N/A
Historic Classification	None
Annexation Date	June 30, 1965
CEQA	Exempt

APPLICATION SUMMARY:

File No. HL15-215: Property owner initiated designation of the San Jose Mercury News Building as a landmark of special historic, architectural, cultural, aesthetic or engineering interest of value of a historic nature.

RECOMMENDATION:

Planning staff recommends that the Historic Landmarks Commission recommend that the City Council approve the proposed Landmark Designation.

PROJECT DATA

GENERAL PLAN CONSISTENCY			
General Plan Designation		Combined Industrial/Commercial <input checked="" type="checkbox"/> Consistent <input type="checkbox"/> Inconsistent	
Consistent Policies		LU-13.1, LU-13.13	
Inconsistent Policies		None	
SURROUNDING USES			
	General Plan Land Use	Zoning	Existing Use
North	Combined Industrial/Commercial	CG Commercial General, A Agricultural	Commercial, Coyote Creek
South	Heavy Industrial	HI(PD) Planned Development	Various industrial uses
East	LI Light Industrial	Industrial Park	Union Pacific Railroad tracks, single-family residence, and offices
West	N/A	N/A	Highway 880

RELATED APPROVALS	
Date	Action
06/10/2014	C14-025: Conforming Rezoning from the HI Heavy Industrial Zoning District to the CIC Combined Industrial/Commercial Zoning District on approximately 35.68 gross acre site
08/13/2014	H14-020: Site Development Permit to allow the demolition of an existing service station, including underground storage tanks and canopy, the removal of 37 ordinance-size trees, and the construction of a 182,000 square foot industrial building including office, warehouse, and light manufacturing uses on 9.22 gross acre site
Pending	H15-012: Site Development Permit to allow the construction of an approximately 750,000 square foot industrial campus, including three warehouse/research and development buildings, and parking and landscaping improvements on a 35.68 gross acre site

PROJECT DESCRIPTION

On April 9, 2015, SuperMicro Inc., the property owners of the San Jose Mercury News Building at 750 Ridder Park Drive, nominated the building as a City Landmark. A Site Development Permit (File No. H15-012) is on file to allow the construction of an approximately 750,000 square foot industrial campus, including three warehouse/research and development buildings, and parking and landscaping improvements on the subject site. The proposal would result in demolition of all buildings on the site.

The purpose of the applicant nominating the building as a City Landmark is to determine if demolition of the Mercury News Building would constitute a significant impact under the California Environmental Quality Act (CEQA) (refer to the attached intent letter from the applicant).

If the building is designated as a City Landmark, the addition of the building to the City's Historic Resources Inventory as a City Landmark would establish the requirement for the issuance of Historic Preservation (HP) permits for City approval of the demolition or any exterior changes to the building. Further, demolition of a City Landmark would constitute a significant impact under CEQA. Refer to the CEQA subsection below for further information.

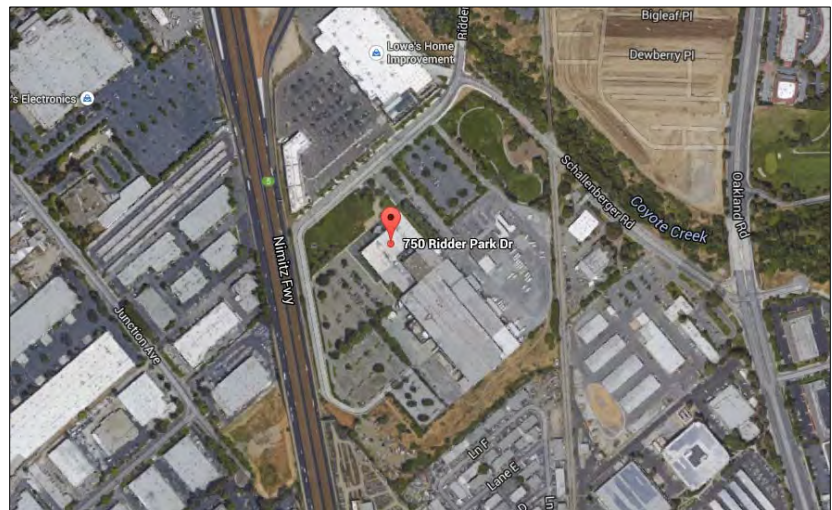


Figure 1: Aerial view of the subject site.

The subject site is located on the southwestern corner of Ridder Park Drive and Schallenberger Road and is comprised of a large production/office building and several small buildings. The main subject building was constructed beginning in September 1965 and was completed in April 1967 for the Mercury News. The building was designed by architect Warren Heid and constructed by the Carl N. Swenson Company, headed by Carl N. Swenson. The building is of a Modernist style with the entire front third of the exterior comprised of 147 precast panels of Canadian quartz and concrete divided by 16-foot tall aluminum framed windows. The entrance of the building is framed by a loggia in the shape of an ellipse, with quartz steps leading up to the loggia. A metal sculpture by the artist John Jagger hangs from the ceiling of the loggia. There is an illuminated pool to the east and west of the loggia, which wraps around the western corner of the building.



Figure 2: Front elevation, including the loggia feature.

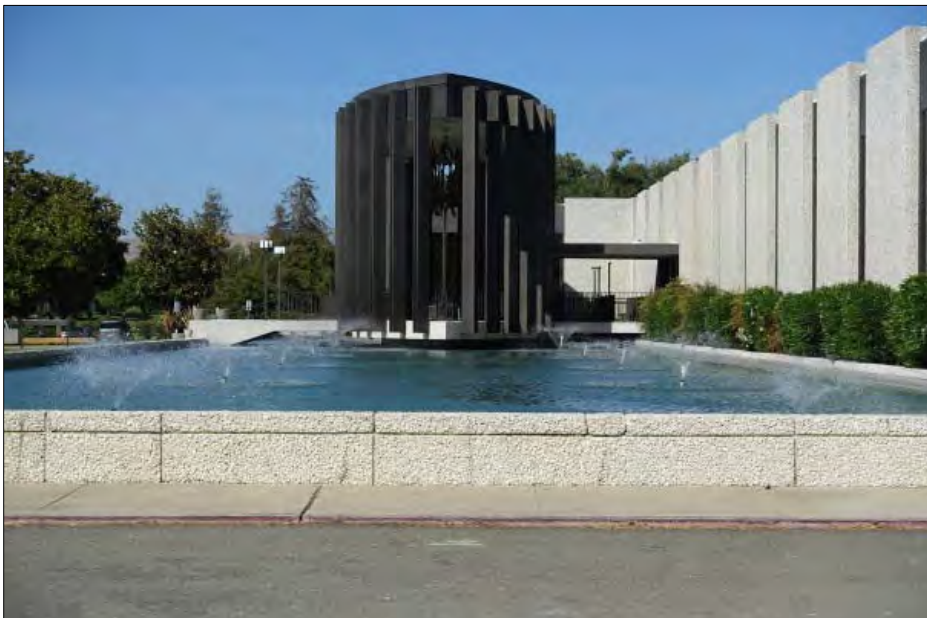


Figure 3: Loggia and pool viewed from the west.

ANALYSIS

The proposed Historical Landmark Nomination was analyzed with respect to conformance with: 1) the Envision San Jose 2040 General Plan; and 2) the Historic Preservation Ordinance.

Envision San José 2040 General Plan Conformance

The City Landmark nomination is consistent with the site's General Plan Land Use/Transportation Diagram designation of Combined Industrial/Commercial, which allows a significant amount of flexibility for the development of a varied mixture of compatible commercial and industrial uses. Properties with this designation are intended for commercial, office, or industrial developments or a compatible mix of these uses.

Additionally, the proposed project promotes the following policies of the General Plan with respect to historic preservation:

Historic Preservation Goal LU-13 – Landmarks and Districts: Preserve and enhance historic landmarks and districts in order to promote a greater sense of historic awareness and community identity and contribute toward a sense of place.

1. Land Use Policy LU-13.2: Preserve candidate or designated landmark buildings, structures and historic objects, with first priority given to preserving and rehabilitating them for their historic use, second to preserving and rehabilitating them for a new use, or third to rehabilitation and relocation on-site. If the City concurs that no other option is feasible, candidate or designated landmark structures should be rehabilitated and relocated to a new site in an appropriate setting.

Analysis: Per the Historic Resource Technical Report prepared by Carey & Co. Inc. (attached), the subject building is eligible as a City Landmark as it meets six of the eight criteria for designation. The report concludes that the building is of historical value due to its association with the San Jose Mercury News, the longest running newspaper in the area, it associated with the Ridder family, owners of the newspaper, its unique architectural characteristics, such as the loggia, pools, and sculpture, and its association with Carl N. Swenson Company, which had a major influence in the development of San Jose.

The designation of the building as a historic landmark will preserve the building and its recognized historic value.

2. Land Use Policy LU-13 .3: For landmark structures located within new development areas, incorporate the landmark structures within the new development as a means to create a sense of place, contribute to a vibrant economy, provide a connection to the past, and make more attractive employment, shopping, and residential areas.

Analysis: The subject building, or parts thereof, could feasibly be incorporated into the campus design proposed by the Site Development Permit that is currently on file. SuperMicro Inc. intends to utilize the site for warehousing and research and development. The subject building could be maintained on site and utilized for these purposes, as it was constructed and utilized for similar purposes. Designation as a City Landmark would mean the developer would be required to analyze and consider alternatives to demolition in conformation with this Policy and as part of the CEQA process.

3. Land Use Policy LU-13.4: Require public and private development projects to conform to the adopted City Council Policy on the Preservation of Historic Landmarks.

Analysis: The City Council adopted a Policy on the Preservation of Historic Landmarks in 1998. This policy affects any designated City Landmark structure, Contributing Structure in a City Landmark Historic District, structure listed on the National Register of Historic Places and/or the California Register of Historical Resources, a Contributing Structure in a National Register Historic District, or candidate landmarks, based on the applicable City, State, or National qualification criteria. The Policy requires early public notification of proposals to alter or demolish a candidate or designated Landmark Structure, public input at a Historic Landmarks Commission hearing and City Council review, preparation of complete information regarding opportunities for preservation of the structure, findings justifying alteration or demolition of a Landmark structure, and the identification of financial resources for preservation.

It is the policy of the City of San Jose that candidate or designated landmark structures, sites, or districts be preserved wherever possible and every effort should be made to incorporate candidate or designated landmark structures into the future plans for Landmark sites.

4. Land Use Policy LU-13.13: Foster the rehabilitation of buildings, structures, areas, places, and districts of historic significance. Utilize incentives permitting flexibility as to their uses; transfer of development rights; tax relief for designated landmarks and districts; easements; alternative building code provisions for the reuse of historic structures; and financial incentives.

Analysis: By encouraging the preservation of this building through the City Landmark Designation process, the City is preserving and fostering the significant history of the Mercury News, Carl N. Swenson's work, and the Ridder family, as well as the architectural significance of the building. Further, the designation of this site as a landmark will prevent this piece of history from being altered without careful review by the Historic Landmarks Commission.

Historic Preservation Ordinance Conformance for Historic Landmark Nomination

Per the Historic Preservation Ordinance (Municipal Code Chapter 13.48), the Commission may consider, among other relevant factors, the following criteria in making the findings that a proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of a historical nature.

Based on an analysis of the information provided in the historical evaluation prepared by Carey & Co. Inc., it is staff's determination that the findings can be made that the Mercury News Building has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature. The Municipal Code specifies that the HLC may consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;

Analysis: The San Jose Mercury News was established in 1851 and is the longest running newspaper in the area and has chronicled the events and history of San Jose for over 100 years. The building was the headquarters of the Mercury News for the past 47 years, and was built for that purpose, until they relocated in 2014 to downtown San Jose. Therefore, the site appears to be eligible as a historic landmark.

2. Its location as a site of a significant historic event;

Analysis: The site is not associated with a particular historic event.

3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;

Analysis: The Ridder family, owners of the San Jose Mercury News and commissioners of the building, were a prominent family that shaped the news landscape of San Jose and the Bay Area. Herman Ridder founded Ridder Publications in 1875 and was the first president of the American Newspaper Publishers Association and a founder of the Associated Press. In 1952, the Mercury News was sold to Northwest Publications, a company owned by the Ridder family. On November 30, 1974, Northwest Publications merged with the Knight Newspapers to become Knight Ridder Newspapers, the largest newspaper company in the United States. By 2006, the company owned 32 daily newspapers circulating to 3.3 million readers and the papers under the Knight Ridder name had won 84 Pulitzer Prizes. Based on the building's association with the Ridder family, the building appears eligible as a landmark.

4. Its exemplification of the cultural, economic, social or historic heritage of the city of San José;

Analysis: The site of the San Jose Mercury News building housed the most prominent newspaper organization in the City. The newspaper grew and expanded with the City of San Jose. The paper has highlighted activities and current events in the area for over 100 years. The site appears to be eligible due to its association with the prominent newspaper the San Jose Mercury News.

5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;

Analysis: The building does not exhibit a particular architectural style that can be associated with a group of people during a particular period in history.

6. Its embodiment of distinguishing characteristics of an architectural type or specimen;

Analysis: The building is an example of a Modern style corporate/industrial building, constructed of prefabricated parts. In particular, the entry loggia and surrounding pool are key elements of the design. The dramatically designed entrance is highlighted by John Jagger's massive bronze sculpture hanging from the ceiling. The building appears to be eligible as a landmark because of its Modern architectural design.

7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the city of San José; and

Analysis: The architect Warren Heid designed several buildings in San Jose, but it appears most of his work occurred outside of San Jose. While the building was designed by Heid his work does not appear to be influential in the development of San Jose. The contracting firm of Carl N. Swenson Company built the structure. At the time of Carl's death in 1974, the company was the oldest and largest general contracting business in San Jose. The company constructed many of San Jose's notable structures, from high-rise buildings to schools to the airport terminal to hotels and many more. The Carl N. Swenson Company influenced the development of San Jose, as the company constructed many of the city's major buildings. By 1984, Carl's grandson, Barry Swenson, established Barry Swenson Builder, which became the predominant family company and still operates today. Therefore, the building constructed by the prolific and prominent builder Carl N. Swenson appears eligible as a landmark structure.

8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

Analysis: The building, while designed in a Modern style, did not make use of architectural innovations, but rather used standard modern building materials of the time. However, the structure has several unique design elements, including the loggia and surrounding pool with its fountains at the entry, and the large bronze sculpture at the loggia ceiling. The metal sculpture is so large and architectural it becomes one of the architectural features of the entry loggia. The loggia, pool and sculpture are unique and embody the Modern architectural style in which the building was designed. Therefore, it appears these unique design elements may make the structure eligible as a landmark structure.

The property meets the criteria for designation as a City of San Jose Historic Landmark Structure in conformance with the Historic Preservation Ordinance as it meets six of the eight criteria.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

The Landmark designation is not considered a project under CEQA. Pursuant to CEQA Guidelines Section 15378, a project means the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. The designation of the San Jose Mercury News Buildings as a City Landmark in itself would not result in any physical changes to the structure; therefore, would not have any direct or indirect physical change on the environment.


Should the site be designated as a City Landmark, the proposed demolition of the structure as part of the Site Development Permit that is currently on file (File No. H15-012), would constitute a significant impact under CEQA. The identification of a significant impact under CEQA necessitates the preparation of an Environmental Impact Report (EIR). The EIR would include alternatives to the proposed demolition, which may include retaining the building or portions thereof on site or historic mitigation, such as Historic American Buildings Survey (HABS) documentation and public commemoration.

PUBLIC HEARING NOTIFICATION

- ☐ **Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater.
(Required: Website Posting)
- ☐ **Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City.
(Required: E-mail and Website Posting)
- ☐ **Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. (Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)

Although this item does not meet any of the criteria above, staff followed Council Policy 6-30: Public Outreach Policy. A notice of the public hearing was distributed to the owners and tenants of all properties located within 500 feet of the project site and posted on the City website. The staff report is also posted on the City's website. Staff has been available to respond to questions from the public.

Project Manager: Rebecca Bustos

Approved by:  , Division Manager for Harry Freitas, Planning Director

Date: 4/28/15

Attachments:
Letter from the Applicant (April 9, 2015)
Historic Resource Technical Report (Carey & Co. Inc., April 2015)

Owner/Applicant:
SuperMicro, Inc.
980 Rock Avenue
San Jose, California 95131

April 9, 2015

Mr. Harry Freitas
Director, Department of Planning, Building and Code Enforcement
City of San Jose
200 E Santa Clara St, 3rd Floor
San Jose, CA 95113

Mr. Freitas,

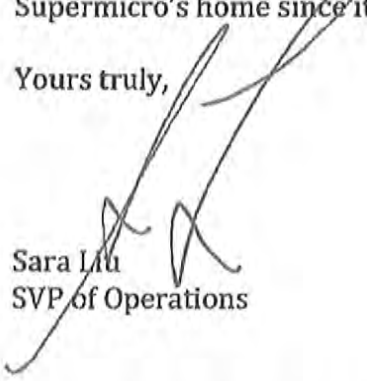
As the property owner for 750 Ridder Park Drive, Super Micro Computers, Inc. (Supermicro) is submitting the attached Historic Landmark Nomination Form with all requisite background information in order to initiate the Historic Landmark designation process on the former San Jose *Mercury News* headquarters as a matter of due diligence.

Supermicro is initiating this process not to seek to have the building designated an Historic Landmark, but rather to request the City make a determination as to whether the property contains a landmark structure, for purposes of Supermicro's proposed site development and strategic planning.

Until the City reaches a determination in this matter, Supermicro is unable to finalize its investment decisions for the site. Therefore, we appreciate your timely consideration of our request.

Moving forward, we look forward to working with the City and local stakeholders to ensure the history of the San Jose *Mercury News* is appropriately captured and displayed at an alternate location where the general public can visit and learn about the newspaper's cultural and historical impact on the city of San Jose, which has served as Supermicro's home since its founding more than 22 years ago.

Yours truly,



Sara Liu
SVP of Operations

Cc: Nanci Klein, Deputy Director, Office of Economic Development
Rebecca Bustos, Project Manager, Planning Division

HEADQUARTERS



CAREY & CO. INC.
ARCHITECTURE

San Jose Mercury News Headquarters

750 Ridder Park
San Jose, California

Draft Historic Resource Technical Report

July 11, 2014 (Revised April 13, 2015)

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I. PURPOSE AND PROJECT DESCRIPTION

David J. Powers & Associates requested the assistance of Carey & Co. in evaluating a project proposed for the site of the San Jose Mercury News headquarters at 750 Ridder Park Drive in San Jose. This report provides David J. Powers & Associates and the City of San Jose with a description of any potential historic resources on the project site, as well as impacts and mitigation measures pertaining to the proposed project's potential effects on those resources.

Description of the Proposed Project

The approximately 35.7-acre project site consists of three parcels (APNs 237-05-039, -036, and -016) and is located at 750 Ridder Park Drive in North San José, east of Interstate 880 (I-880).

The project site has a General Plan land use designation of Combined Industrial/Commercial and is zoned CIC – Combined Industrial Commercial. The entire project site, except for the southern parcel (APN 237-05-016), is within the North San José Area Development Policy boundary. The northeast corner of the project site was recently approved for the development of a one-story building consisting of 159,500 square feet of warehouse/R&D uses and 22,500 square feet of office uses. The current project proposes to create a master plan for the entire site and integrate the recently approved office/R&D with the build-out of the full site.

The project proposes to construct up to 1.55 million square feet of office, warehouse, and R&D uses on-site (including the approved 159,500 square feet of warehouse/R&D uses and 22,500 square feet of office uses recently approved on-site), consistent with the existing General Plan land use designation and zoning designation. The proposed office, warehouse, and R&D uses would be housed in four separate buildings on-site. The project would require the demolition and removal of all existing buildings and structures on-site.

II. METHODOLOGY

Carey & Co. prepared this evaluation by conducting a survey of the property, taking photographs, and completing archival research concerning the subject buildings. A site visit was carried out on June 10, 2014. During the site visit Carey & Co. evaluated the existing conditions, historic features, and architectural significance of the buildings on the project site. Carey & Co. also conducted archival research on the general history of the area, and referred to historical aerials, topographical maps, historical photographs and newspaper articles.

III. SUMMARY OF FINDINGS

Upon completion of the survey and research work Carey & Co. determined one potential historic resource is present on the site. The headquarters building of the San Jose Mercury News at 750 Ridder Park Drive may be eligible for city landmark status as it meets six of the eight factors used to consider landmark status. The building is not quite 50 years old and is not an exceptional example of architecture or engineering, therefore the building is not currently eligible for the California Register of Historical Resources. Since a potential historic resource is present, impacts are identified and mitigation measures are recommended.

IV. RESOURCE DESCRIPTION

Building Description

Located on the south side of Ridder Park Drive the headquarters of the San Jose Mercury News is comprised of a large production/office building and several small buildings. Substantial parking is found around the site, as is an employee par course/park area. The park is on the most eastern side of the property separated from the main building by employee parking, guest parking, a vehicle service building and several other garage structures. At the street just past the guest parking, an expansive lawn covers

the entire width of the building and is only interrupted by a concrete walkway lined by trees leading to the entrance of the building.



Figure 1. Front elevation of 750 Ridder Park Drive.



Figure 2. Entry pathway and front elevation of 750 Ridder Park Drive.

The front third of the exterior of the structure is comprised of 147 precast panels of Canadian quartz and concrete divided by 16-foot tall aluminum framed windows. Each precast panel is 10 feet wide by 19 1/2 feet tall. The entrance of the building is dominated by a loggia in the shape of an ellipse. Quartz steps lead up to the raised loggia which is 60 feet wide and 24 feet deep. Metal railings and 28 columns, approximately 25 feet tall, line the perimeter of the loggia. A metal sculpture, hanging from the ceiling of the loggia, adds interest to the open-air space. The metal artwork was created by sculptor John Jagger. An illuminated pool to the east and west of the loggia also has fountains. The pool wraps around the western corner of the building and runs the length of the majority of the western elevation at the front portion of the building. Wrapping around the east side of the pool is a concrete accessible ramp with a

metal railing. The eastern third of the building projects beyond the main face of the façade by two bays. This creates an asymmetrical entry elevation. A raised walkway sheltered with a flat roof connects the loggia to the main building. The rear of the building is clad in vertical metal siding. The portion of the structure with the metal siding cladding is approximately 34 feet in height and features the original mezzanine level, as well as second and third stories which were later additions within the existing volume of the building. Steel fixed windows adorn the upper levels at the rear of the structure.¹



Figure 3. Loggia viewed from the north or front.



Figure 4. Loggia viewed from the west.

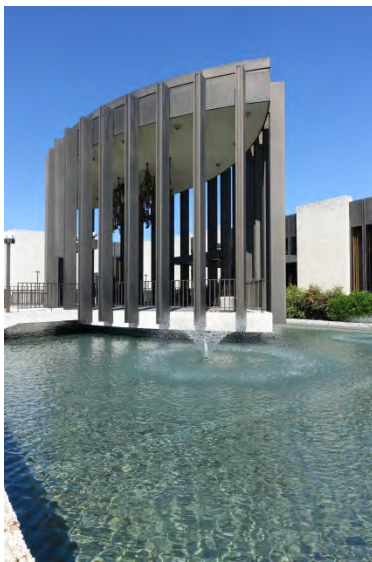


Figure 5. Pool and loggia.

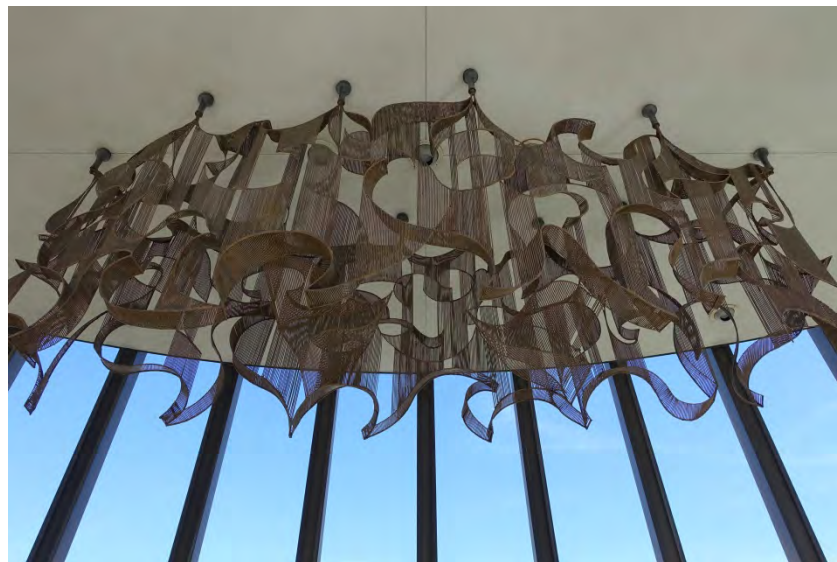


Figure 6. Sculpture hung from ceiling of loggia.

Alterations over the years have greatly increased the size of the original building from 185,000 square feet, with roughly 30,000 square feet devoted to mezzanine space, to 312,000 square feet. All additions have occurred at the rear of the structure, aside from the addition of a canopy to a side entrance. A large Z-shaped 65,000 square foot addition was completed off the back of the structure in 1979. This additional space was used for the production and printing of the paper. Loading docks on the east side of the building were also added. The last addition to the warehouse took place in 1989 at the rear southeastern corner of the structure. Over the years the loading dock area was expanded numerous times, as well. Also, several storage and mechanical areas were constructed off the main structure. The majority

¹ Daniel K. Stern, "Mercury," *San Jose Mercury News*, January 29, 1967, page 8-C, Mildred Ann Smith, "Metal Sculptor's Creations Communicate with People," *Santa Cruz Sentinel*, July 2, 1978, p 18, and Jim Romenesko, "San Jose Mercury News is Selling its 'outdated' Building," *San Jose Mercury News*, April 15, 2014, <http://jimromenesko.com/2013/04/15/san-jose-mercury-news-is-selling-its-headquarters/> (accessed June 12, 2014).

of the roof surfaces are flat; however, roofs at some of the additions are slightly pitched gables. The interior office area of the structure has been extensively remodeled over the years.²



Figure 7. 1979 production area addition.



Figure 8. Printing area.



Figure 9. Loading docks on east side of the building.

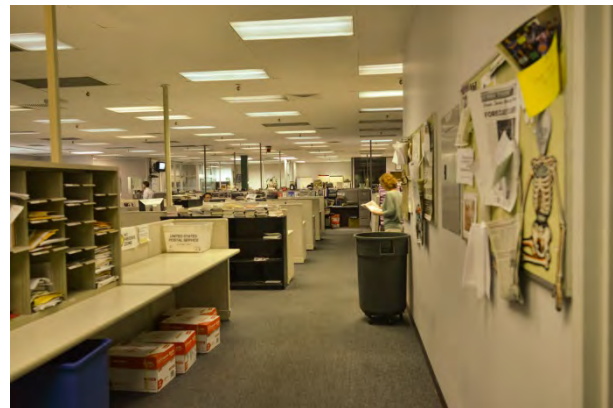


Figure 10. Typical office area.

East of the main building is a smaller collection of buildings and canopy structures. This area is the vehicle maintenance area and filling station. The original garage structure was 3,000 square feet, but subsequent additions have increased the square footage to 12,000.³ An employee par course/park area is located east of the parking lots and garage structures.

² Daniel K. Stern, "Mercury," *San Jose Mercury News*, January 29, 1967, page 8-C and Jim Romenesko, "San Jose Mercury News is Selling its 'outdated' Building," *San Jose Mercury News*, April 15, 2014, <http://jimromenesko.com/2013/04/15/san-jose-mercury-news-is-selling-its-headquarters/> (accessed June 12, 2014).

³ Daniel K. Stern, "Mercury," *San Jose Mercury News*, January 29, 1967, page 8-C and Jim Romenesko, "San Jose Mercury News is Selling its 'outdated' Building," *San Jose Mercury News*, April 15, 2014, <http://jimromenesko.com/2013/04/15/san-jose-mercury-news-is-selling-its-headquarters/> (accessed June 12, 2014).



Figure 11. Garage area east of main building.



Figure 12. Employee par course/park area.

Property Construction History

- September, 1965 Groundbreaking for the new San Jose Mercury News building.⁴
- September 24, 1965 A permit is issued for a printing plant at 750 Ridder Park Drive.⁵
- July 15, 1966 The final permit application is filed and granted with an estimated construction value of \$3.4 million.⁶
- April 8-9, 1967 Dedication ceremonies are held.⁷



Figure 13. Front page coverage of the dedication ceremonies of the building.⁸

- September 30, 1969 A permit is filed for an addition to the garage.⁹
- February 8, 1971 Canopy addition is completed. The cost of the canopy is noted as \$5,000.¹⁰

⁴ Carrol Films, "The New Era, 1967," YouTube video, <https://www.youtube.com/watch?v=DkH3HH6BuuA> (accessed June 12, 2014).

⁵ City of San Jose Building Department Permit Records, Permit #48038-V.

⁶ City of San Jose Building Department Permit Records, Permit #50670-V.

⁷ "Impressive Ceremonies Mark Formal Opening" *San Jose Mercury News*, April 9, 1967, p 1.

⁸ "Impressive Ceremonies Mark Formal Opening" *San Jose Mercury News*, April 9, 1967, p 1.

⁹ City of San Jose Building Department Permit Records, Permit #63020F.

May 29, 1973	The truck dock is extended. ¹¹
May 20, 1976	A permit to alter and remodel interior is filed. The cost of the project is listed as \$100,000. ¹²
December 6, 1977	A new storage shed at a cost of \$7,000 is constructed on the site. ¹³
May 17, 1979	Alterations are made to a storage building. ¹⁴
June 15, 1979	A permit is filed for a \$3.8 million addition to the existing building. The addition is two stories and has 65,820 square feet. ¹⁵
December 19, 1979	A fire damages the area above the newspaper's pressroom. ¹⁶
January 3, 1980	Fire damage is repaired. The cost of the project is noted at \$50,000. ¹⁷
August 10, 1983	The entry door area is remodeled for \$5,000. ¹⁸
August 29, 1983	A small interior remodel is completed at a cost of \$3,900. ¹⁹
October 12, 1983	Interior remodel occurs to install an ATM. ²⁰
May 11, 1984	An 80 square foot storage shed is constructed on the site. ²¹
December 27, 1984	A \$320,000 interior alteration occurs. ²²
July 3, 1985	A permit is issued for a 23,040 square foot addition to the structure. ²³
January 10, 1986	A permit is issued for a \$50,000 emergency generator building. ²⁴
September 2, 1986	The building is reroofed. ²⁵
January 14, 1987	\$50,000 of interior alterations occur on the mezzanine. ²⁶

¹⁰ City of San Jose Building Department Permit Records, Permit #67782.

¹¹ City of San Jose Building Department Permit Records, Permit #77207F.

¹² City of San Jose Building Department Permit Records, Permit #93627F.

¹³ City of San Jose Building Department Permit Records, Permit #07493Y.

¹⁴ City of San Jose Building Department Permit Records, Permit #16766F.

¹⁵ City of San Jose Building Department Permit Records, Permit #17383V.

¹⁶ "Fire Damages Newspaper," *Nevada State Journal*, December 20, 1979.

¹⁷ City of San Jose Building Department Permit Records, Permit #20919-FAR.

¹⁸ City of San Jose Building Department Permit Records, Permit #38815F.

¹⁹ City of San Jose Building Department Permit Records, Permit #39298F.

²⁰ City of San Jose Building Department Permit Records, Permit #40140F.

²¹ City of San Jose Building Department Permit Records, Permit #28128.

²² City of San Jose Building Department Permit Records, Permit #48778V.

²³ City of San Jose Building Department Permit Records, Permit #51056T.

²⁴ City of San Jose Building Department Permit Records, Permit #54652V.

²⁵ City of San Jose Building Department Permit Records, Permit #59527.

²⁶ City of San Jose Building Department Permit Records, Permit #62069V.

January 25, 1988	An addition to the vehicle service building is undertaken at a cost of \$265,000. Just under 3,000 square feet are added. ²⁷
August 1, 1988	An additional 1,170 square feet are added to the vehicle service corridor. ²⁸
April 13, 1994	The photo lab is remodeled. ²⁹
June 2, 1994	A 1,700 square foot canopy is constructed for a vehicle washing station. ³⁰
April 25, 1995	An accessible ramp is installed as well as accessible parking. Other site modifications are required for the accessibility upgrades. At the old press bay structural floor infill occurs. ³¹
July 11, 1995	Interior alterations at the second floor computer, plate making and locker rooms occur. The first floor at the circulation and classified areas is remodeled. ³²
July 12, 1995	An \$1.8 million remodel is undertaken to upgrade the press bay and corridors. ³³
September 1, 1995	The classified section area is upgraded. ³⁴
December 1995	A permit is issued to remodel the interim space of the sports and features departments. ³⁵
January 1996	A pre-fabricated metal structure for additional storage space is constructed on the site. ³⁶
March 17, 1997	A metal canopy is installed at the gas pump area. ³⁷
April 28, 1997	An arbor is permitted for the employee garden at the rear of the property. ³⁸
August 28, 1997	An addition to one of the loading dock is permitted. ³⁹
September 17, 1997	Canopy area is extended. ⁴⁰
January 8, 1998	Loading docks are modified to allow for semi-trailer access. ⁴¹

²⁷ City of San Jose Building Department Permit Records, Permit #70342V.

²⁸ City of San Jose Building Department Permit Records, Permit #74263V.

²⁹ City of San Jose Building Department Permit Records, Permit #9434910.

³⁰ City of San Jose Building Department Permit Records, Permit #9439683B.

³¹ City of San Jose Building Department Permit Records, Permit #9504631.

³² City of San Jose Building Department Permit Records, Permit #B9508839.

³³ City of San Jose Building Department Permit Records, Permit #B9508916.

³⁴ City of San Jose Building Department Permit Records, Permit #B-9512227.

³⁵ City of San Jose Building Department Permit Records, Permit #9517679.

³⁶ City of San Jose Building Department Permit Records, Permit #B9661371.

³⁷ City of San Jose Building Department Permit Records, Permit #B9753924.

³⁸ City of San Jose Building Department Permit Records, Permit #B9756317.

³⁹ City of San Jose Building Department Permit Records, Permit #B9764986.

⁴⁰ City of San Jose Building Department Permit Records, Permit #B9766256.

⁴¹ City of San Jose Building Department Permit Records, Permit #B9850339.

February 25, 2000 The lobby is renovated.⁴²

July 7, 2006 Reroofing occurs.⁴³

Site History

Prior to the site being developed for the headquarters of the San Jose Mercury News, it was farmland. The Moses Schallenger farm consisted of 150 acres of land devoted to production of fruit and vegetables with roughly ten acres devoted to orchards by 1858. A grand, \$13,000 house was constructed on the site after the original home burned down. The land remained farmland until it was sold for the new headquarters building.⁴⁴

Early in the 1960s the owners of the *San Jose Mercury* knew they were outgrowing their current location in downtown San Jose and plans began to take shape to move outside of the city center. The selected new site for the *Mercury* headquarters was just four miles north of town, consisted of over 50 acres of land and was ideally located near major freeways. Three years of planning preceded the groundbreaking ceremony in September 1965. Construction of the multi-million dollar plant took 15 months. The dedication of the building occurred on April 8, 1967. The intent was to construct the “finest newspaper production plant conceivable.”⁴⁵

The architect of record for the massive building was Warren B. Heid. General contractor Carl N. Swenson completed the construction of the initial building as well as many of the additions and upgrades to the structure and site. Swenson is listed as the contractor on the majority of building permits into the 1980s.⁴⁶

V. HISTORIC CONTEXT

San Jose Mercury News History

Named for the regions mercury mines, *The San Jose News*, was the city’s first daily newspaper. Established in 1851 as the *San Jose Weekly Visitor*, the newspaper changed names and owners several times before James Jerome Owen purchased the *Mercury* in 1861. By November 3, 1861 Owen, a printer and state assemblyman, experimented with a daily newspaper however, soon he decided to revert back to a weekly edition to ensure the paper would survive. Other newspapers came and went, unable to sustain business. Owen purchased the *Daily Guide*, a daily paper, and this daily paper’s name was changed to the *San Jose Mercury*. Soon the presses were changed from man-power to steam-power which greatly increased production efficiency. Owen took a particular interest in electricity and science. As a result of his fascination with electricity, a great electric tower straddled the intersection of Market and Santa Clara

⁴² City of San Jose Building Department Permit Records, Permit #B-0053310.

⁴³ City of San Jose Building Department Permit Records, Permit #B06-020227.

⁴⁴ Santa Clara County, California, “Moses Schallenger,” *The Valley of Heart’s Delight*, <http://www.mariposaresearch.net/santaclararesearch/SCBIOS/mschallenger.html> (accessed June 12, 2014) and Historic Aerials, Aerial Photographs 750 Ridder Park Drive, San Jose, California, <http://www.historicaerials.com/aerials.php?scale=2000&lon=-122.35066223145&lat=37.580268859863&year=2005> (accessed June 12, 2014).

⁴⁵ Carrol Films, “The New Era, 1967,” Youtube video, <https://www.youtube.com/watch?v=DkH3HH6BuuA> (accessed June 12, 2014), Clyde Arbuckle and Leonard McKay. *Clyde Arbuckle’s History of San Jose: the Culmination of a Lifetime of Research*. San Jose, Calif: Smith & McKay Printing Co, 1986, p 398-400 and “Impressive Ceremonies Mark Formal Opening” *San Jose Mercury News*, April 9, 1967, p 1.

⁴⁶ Carrol Films, “The New Era, 1967,” Youtube video, <https://www.youtube.com/watch?v=DkH3HH6BuuA> (accessed June 12, 2014) and City of San Jose Building Department Permit Records.

Streets. The tower stood at the intersection from 1881 to 1915. Owen also had a distinguished career as a journalist as well as a publisher prior to selling the paper to Charles Shortridge, of the *Morning Times*, in 1884.⁴⁷

The following year Shortridge moved the newly named *Times-Mercury* into the first structure built in San Jose for newspaper production – the Lyndon Block on Santa Clara Street. The new facility housed new equipment which increased production. Just as it seemed Shortridge was settling into his role as a newspaperman he sold the paper to F. A. Taylor. With the change in ownership came another name change and the paper was called the *Mercury*. As suddenly as Shortridge sold the paper, two months later he bought it back. Circulation for the paper reached 2,500. The *Mercury* published an eight page paper six days a week and on Sunday it was sixteen pages. Finally in 1898 Shortridge sold his stake in the paper to Clarence M. Wooster and Alfred Holman. Shortridge previously purchased the paper from Owen for \$8,000 and was now selling it for \$100,000. Three years later, Wooster and Holman sold the paper to the Hayes brothers.⁴⁸

The Hayes brothers, Everis Anson and Jay Orelly, also owned the *Herald* and knew city politics. The men, both lawyers and iron mine owners, understood how to play local politics and run a business. Soon the operations of the *Herald* and the *Mercury* were streamlined and relocated to a building on Lightston Alley. A short time later the business offices and operations were located at 20 West Santa Clara Street. By 1913 it became clear that a two paper enterprise was not the most fruitful, so the brothers combined them and the joint paper became the *San Jose Mercury Herald*. In 1942 the paper relocated all the operations and offices to 211 West Santa Clara Street. Eventually the paper occupied the entire block. During this time the paper continued to grow and the *Mercury* bought out its last rival, the nearly 70 year old *San Jose Evening News*. After the acquisition, both papers were printed, one in the morning and one in the evening with a combined edition on Sunday, the *Mercury News*. The paper celebrated its 99th birthday on June 20, 1950 with its name reverting back to the *San Jose Mercury*.⁴⁹

In 1952, roughly a year after celebrating the *Mercury*'s centennial the Hayes family sold both the *News* and the *Mercury* to a Minnesota-based newspaper chain, Northwest Publications, controlled by Bernard H. Ridder. Selected to run the San Jose operations for the company was Ridder's son Joseph B. Ridder. Under the younger Ridder's leadership the papers expanded and he streamlined operations. The progressive and innovative Ridder wanted the paper's operation to be efficient. The decision was made to move out of downtown San Jose and into a plant specially built to meet the paper's needs then and in the future. Designed to be the permanent home for the paper, 750 Ridder Park Drive, became the official home of the San Jose Mercury News in April 1967.⁵⁰

⁴⁷ Clyde Arbuckle and Leonard McKay. *Clyde Arbuckle's History of San Jose: the Culmination of a Lifetime of Research*. San Jose, Calif: Smith & McKay Printing Co, 1986, p 397-400.

⁴⁸ Clyde Arbuckle and Leonard McKay. *Clyde Arbuckle's History of San Jose: the Culmination of a Lifetime of Research*. San Jose, Calif: Smith & McKay Printing Co, 1986, p 397-400.

⁴⁹ Carrol Films, "The New Era, 1967," Youtube video, <https://www.youtube.com/watch?v=DkH3HH6BuuA> (accessed June 12, 2014) and Clyde Arbuckle and Leonard McKay. *Clyde Arbuckle's History of San Jose: the Culmination of a Lifetime of Research*. San Jose, Calif: Smith & McKay Printing Co, 1986, p 397-400.

⁵⁰ Carrol Films, "The New Era, 1967," Youtube video, <https://www.youtube.com/watch?v=DkH3HH6BuuA> (accessed June 12, 2014) and Clyde Arbuckle and Leonard McKay. *Clyde Arbuckle's History of San Jose: the Culmination of a Lifetime of Research*. San Jose, Calif: Smith & McKay Printing Co, 1986, p 397-400.



Figure 14. Aerial photograph taken shortly after the building opened.⁵¹

After serving as the publisher of the *San Jose Mercury News* and the other daily paper, Joseph Ridder retired from the company in 1977 handing the operations over to his nephew P. Anthony Ridder who served as publisher for almost a decade before moving on to head the Knight Ridder company. In 1983 the morning *Mercury* and afternoon *News* consolidated. The *San Jose Mercury News* won two Pulitzer Prizes in 1986 and 1989. By 1992 the last letter press was removed from production to be replaced by more efficient offset presses. In 2006 the *San Jose Mercury News* was purchased by the McClatchy Company only to be sold immediately to MediaNews Group. With trends moving towards digital media forcing a shift in production, the owners of the *San Jose Mercury News* announced the headquarters building was for sell. This 2013 announcement indicated that production of the newspaper would shift to other facilities in the East Bay and the news staff, advertising and business operations would remain in the South Bay. In 2014, 4 N. 2nd Street in downtown San Jose was selected as the new home of the newspaper's staff.⁵²

Ridder Publications and Knight Ridder

Herman Ridder founded Ridder Publications in 1875 with the publication of the *Catholic News* in New York City. In 1892 Ridder purchased the top selling German-language newspaper in the United States, *The Staats-Zeitung*. Ridder was the first president of the American Newspaper Publishers Association and a founder of the Associated Press. Bernard, Joseph and Victor, Ridder's sons, were active in the family publishing business and expanded the operation in 1927 to include the *New York Journal of Commerce* and the *St. Paul Dispatch-Pioneer Press*. The company continued to expand west after World War II

⁵¹ Aerial photograph, San Jose Mercury News Archives, San Jose Mercury News, circa 1967.

⁵² Scott Herhold, "Herhold: The History of the Mercury News Downtown," *San Jose Mercury News*, http://www.mercurynews.com/scott-herhold/ci_25972881/history-mercury-news-downtown (accessed July 1, 2014), Chris Di Salvo and Judith Harkham Semas, *San Jose & Silicon Valley: Primed for the 21st Century*. Montgomery, AL: Community Communications, 1997, p 200 – 201, San Jose Mercury News Archive, "Timeline of the Mercury News," *San Jose Mercury News* and Pete Carey, "Mercury News Announces its Plans to Sell Headquarter Building," *San Jose Mercury News*, http://www.mercurynews.com/ci_23029472/mercury-news-announces-it-plans-sell-headquarters-building (accessed July 1, 2014).

On November 30, 1974, Northwest Publications (owned by the Ridder family) merged with the Miami-based Knight Newspapers to become Knight Ridder Newspapers, the largest newspaper company in the United States. With Knight having a concentration of publications on the east coast and Ridder having publications mostly in the Midwest and on the west coast the new company had a foothold all over the United States. By 1979 Bernard H. Ridder took control of Knight Ridder. Under Ridder's leadership the company moved into other markets – radio and television. With technology changing at a rapid pace the company struggled to strike a balance between investing in new technology and providing new services to customers. P. Anthony Ridder, president of the newspaper division, undertook cost cutting measures after several offices of various papers were forced to close. In 1993 the *San Jose Mercury News* became the first United States paper to offer readers an online version of the paper. The goal was to have a number of papers available online for readers in the coming years.⁵⁴

In 1995 P. Anthony Ridder became the CEO of Knight Ridder. Under Ridder's direction the company still acquired papers and expanded its online services. Knight Ridder was recognized as a "Web Pioneer" in 1998 for enabling readers to access full copies of newspapers online. By 2006 the company owned 32 daily newspapers circulating to 3.3 million readers. In total, the papers under the Knight Ridder name had won 84 Pulitzer Prizes. With support from the Knight Ridder board dwindling, P. Anthony Ridder decided to sell the company to McClatchy Company for \$4.5 billion. Much to Ridder's dismay McClatchy sold 12 of the papers including the *San Jose Mercury News*. The Denver based MediaNews Group purchased the *San Jose Mercury News*. Its parent company Digital First Media still owns the paper today.⁵⁵

After World War II Modernist buildings began to appear on the streets of San Jose. Architects for commercial structures incorporated elements of Streamline Moderne and International styles in their designs. The *San Jose Mercury News* heralded the new J.C. Penny store's Streamline Moderne design as a "radical change....embracing latest architectural ideas."⁵⁶ In 1948 San Jose undertook its first Capital Improvement Plan. As part of the plan infrastructure would be upgraded and civic buildings would be constructed. Of particular importance was the modernization of fire department structures which served to protect the public. Designed in a Modernist style, Fire Station No. 1, was one of the first examples of the application of the style to a civic building.⁵⁷

⁵⁴ Katharine Q. Seelye and Andrew Ross Sorkin, "Newspaper Chain Agrees to a Sale for \$4.5 Billion," *The New York Times*, http://www.nytimes.com/2006/03/12/business/media/13knight.web.html?pagewanted=print&_r=1& (accessed June 11, 2014).
 Answers, "San Jose Mercury News," <http://www.answers.com/topic/san-jose-mercury-news> (accessed July 1, 2014).
 Answers, "Knight Ridder," <http://www.answers.com/topic/knight-ridder-inc> (accessed July 1, 2014) and Digital First Media, "Careers," <http://ch.the.taleo.net/CH05/jats/careers/jobSearch.jsp?org=JOURNALREGISTER&cws=37> (accessed July 9, 2014).

⁵⁵ Katharine Q. Seelye and Andrew Ross Sorkin, "Newspaper Chain Agrees to a Sale for \$4.5 Billion," *The New York Times*, http://www.nytimes.com/2006/03/12/business/media/13knight.web.html?pagewanted=print&_r=1& (accessed June 11, 2014), *Forbes*, "Knight Ridder CEO 'Stunned' by McClatchy Resale Plans," http://www.forbes.com/2006/03/14/knight-ridder-regret-cx-gl_0314autofacescan.12.html (accessed July 1, 2014) and Answers, "Knight Ridder," <http://www.answers.com/topic/knight-ridder-inc> (accessed July 1, 2014).

⁵⁶ Past Consultants, LLC, *Historic Context Statement – San Jose Modernism*, June 2009, 23-24.

⁵⁷ Past Consultants, LLC, *Historic Context Statement – San Jose Modernism*, June 2009, 23-26.

During 1950 through 1970 San Jose experienced rapid growth and expansion. The once dominate fruit industry was being taken over by manufacturing jobs. On March 27, 1950, when City Manager A.P. “Dutch” Hamann was sworn in the city encompassed 17 square miles. When Hamann left his post twenty years later the city covered 137 square miles and had a population of 450,000. The automobile was at the center of the infrastructure push – expanding freeways, creating more parking downtown and easing traffic congestion.⁵⁸

San Jose constructed new Modernist style City Hall designed by architect Donald F. Hains in 1958. The curvilinear multi-story building reinterpreted the International Style. Together with a new Santa Clara County office building, civic life was centered on a complex outside of the immediate downtown, which, however, continued to be a hub for offices.

As Santa Clara Valley’s financial center, San Jose’s downtown was dotted with banks. During the 1950s and 1960s many of the bank structures were remodeled or rebuilt in a Modernist style. Numerous commercial buildings were constructed along San Jose streets exhibiting a Modernist style – Streamline Moderne, International, Commercial Modern, Corporate Modern, New Formalism, Post-and-Beam, Googie, Organic and Brutalism.⁵⁹

Corporate and industrial developments were generally stand-alone buildings or groups of structures which served a single business or enterprise. Many of the corporate structures were designed with an adjacent plaza or other landscaping feature while the industrial structures were more like factories to serve a specific purpose. Both corporate and industrial complexes developed in the Modernist style were designed on a grand scale with rigid architectural programs. San Jose features many corporate Modernist buildings downtown and many industrial complexes outside of the city center.⁶⁰

Architect

Local architect Warren Heid was selected to design the new headquarters building of *San Jose Mercury News*. After graduating with a degree in architecture from the University of California, Berkeley, in 1950 Heid began his career with the prestigious San Jose firm Binder and Curtis. While with the firm Heid worked on a number of projects including Fire Station No. 1 in San Jose. This structure was one of the first poured-in-place concrete buildings in San Jose and the design was intended to be modern and harmonious with the city’s urban landscape. He received his license to practice architecture in California in 1956. By 1959 Heid established his own firm in Saratoga, California. Heid designed a wide array of buildings including the First National Bank in Saratoga, St. Andrews Episcopal Church in Saratoga, the First Valley National Bank in San Jose, the City of Saratoga Council Chambers building, the Sam Cloud Barn restoration in Saratoga and the Hotel Tiare in Tahiti. Over his 50 year career Heid also received a number of awards for his designs – a 1951 Small House Design Competition “Honorable Mention Award” from the National Home Builders Association Architecture Forum Magazine, “Top Ten National Industrial Plants of 1968” for the San Jose Mercury newspaper plant from Factory Magazine, and the American Society of Landscape Architects “Honor Award” for Mt. Hermon Ponderosa Lodge in Mt. Herman, California in 1968.⁶¹

⁵⁸ Past Consultants, LLC, *Historic Context Statement – San Jose Modernism*, June 2009, 23-42.

⁵⁹ Past Consultants, LLC, *Historic Context Statement – San Jose Modernism*, June 2009, 62-92.

⁶⁰ Past Consultants, LLC, *Historic Context Statement – San Jose Modernism*, June 2009, 62-92.

⁶¹ Preservation Action Council of San Jose, “At Last – A City Landmark!,” *Continuity*, Summer 2012, page 1-2, 5 and City of Saratoga, Commendation of the City Council of the City of Saratoga, Honoring “Warren B. Heid, AIA – E Architect Emeritus,” January 16, 2008, http://saratoga.granicus.com/MetaViewer.php?view_id=8&clip_id=175&meta_id=10183 (accessed June 12, 2014).

Builder/Contractor

Carl N. Swenson, a native of Sweden, arrived in the United States in 1902 to work on the construction of the railroads in the Midwest. By 1911 Swenson moved to California and began constructing homes, civic buildings and farm structures. In 1928, with his business based in Turlock, Swenson completed the eleven-story Medico-Dental Building in San Jose. The reinforced concrete structure featured a high rise elevator and attached automobile garage. The business relocated to San Jose by 1929 where construction was booming. Carl N. Swenson and his company constructed numerous buildings around the Bay Area. Carl remained president of the company until 1956 when his son Clifford assumed the role. However, Carl was still involved with the business as the chairman of the board. Carl N. Swenson died in 1974.⁶²

The following was taken from Carey & Co.'s 2007 *Morrison Park EIR, Technical Report - Historic Resources Evaluation*.

When it closed in 1986, the Carl N. Swenson Company was called one of Santa Clara County's oldest, largest and most powerful construction companies by the San Jose Mercury News. According to the Mercury, the company's growth paralleled that of Silicon Valley and the company was the builder of many of the area's most prominent landmarks including San Jose City Hall, the Santa Clara County Government Center, the San Jose Airport terminal, San Jose High School, San Jose City Hall (Old City Hall), the Santa Clara County Superior Court building, 777 North First Street (formerly the "Swenson Building," at seven stories the City of San Jose's first high rise office building), the Stanford Hospital School of Medicine, the Air Force Satellite Test Center, the San Jose Mercury News plant, and several buildings associated with IBM, Ford Motor Co., General Motors and the Lockheed Corp. By the 1980s, the Carl N. Swenson Company's annual billings reached \$165 million, employing approximately 500 people. According to the San Jose Mercury News, probably every resident in the San Jose area has at one time or another been in a building that Swenson and his company constructed.⁶³

By 1984 Carl's grandson, Barry, established Barry Swenson Builder which became the predominate family company and still operates today.⁶⁴

Artist/Sculptor

Metal sculptor John Jagger is credited with the artwork that hangs from the ceiling of the entry loggia. Jagger received a BA in interior design from San Jose State University, as well as a master's in creative design. Before taking up sculpting full-time in 1965, Jagger worked for IBM as an Industrial Designer. Twelve years later Jagger's work could be seen in Oakland at Children's Fairyland (18-foot metal dandelions), in San Francisco at 251 Post Street (the bronze doors and lights), in Santa Clara at Santa Clara University's new chapel, and in Washington D.C. at the Federal Reserve Bank. In 2006 Jagger was commissioned to create sculptures for the garden of the Sculpterra Winery in Atascadero, California. Gardens with pathways, totaling one-acre, were designed around the sculptures allowing visitors to view the art from all angles. Jagger passed away on June 6, 2013. During his 45 year career Jagger created over one thousand pieces of art and received numerous awards for his work.⁶⁵

⁶² Swenson Group, "History," <http://www.swenson.com/> (accessed July 1, 2014).

⁶³ Carey & Co., Inc. *Morrison Park EIR, Technical Report – Historic Resources Evaluation*, October 3, 2007.

⁶⁴ Swenson Group, "History," <http://www.swenson.com/> (accessed July 1, 2014).

⁶⁵ Mildred Ann Smith, "Metal Sculptor's Creations Communicate with People," *Santa Cruz Sentinel*, July 2, 1978, p 18, Connie Pillsbury, "Sculpterra Winery: A very special blend," *The Tribune*, March 9, 2011, http://www.sanluisobispo.com/2011/03/09/1513944_sculpterra-winery.html?rh=1 (accessed March 10, 2015) and Sculpter, Sculpterra – Winery & Sculpture Garden, "John Jagger," January 10, 2014, <http://sculpterra.com/john-jagger/> and <http://sculpterra.com/featured-artists/> (accessed March 10, 2015).

VI. REGULATORY FRAMEWORK

The regulatory background provided below offers an overview of federal, state and local criteria used to assess historic significance. As mentioned above, there is only one additional building within the immediate vicinity of the project site that may satisfy the criteria for historic significance at the local level, but not at the state or national levels.

Federal Criteria

National Register Bulletin Number 15, *How to Apply the National Register Criteria for Evaluation*, describes the Criteria for Evaluation as being composed of two factors. First, the property must be “associated with an important historic context.”⁶⁶ The National Register identifies four possible context types, of which at least one must be applicable at the national, state, or local level. As listed under Section 8, “Statement of Significance,” of the National Register of Historic Places Registration Form, these are:

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important to prehistory or history.⁶⁷

Second, for a property to qualify under the National Register’s Criteria for Evaluation, it must also retain “historic integrity of those features necessary to convey its significance.”⁶⁸ While a property’s significance relates to its role within a specific historic context, its integrity refers to “a property’s physical features and how they relate to its significance.”⁶⁹ To determine if a property retains the physical characteristics corresponding to its historic context, the National Register has identified seven aspects of integrity:

Location is the place where the historic property was constructed or the place where the historic event occurred...

Design is the combination of elements that create the form, plan, space, structure, and style of a property...

Setting is the physical environment of a historic property...

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property...

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory...

⁶⁶ National Park Service, National Register Bulletin 15, 3.

⁶⁷ National Park Service, National Register Bulletin 16A, 75

⁶⁸ National Park Service, National Register Bulletin 15, 3.

⁶⁹ Ibid, 44.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time...

Association is the direct link between an important historic event or person and a historic property.⁷⁰

Since integrity is based on a property's significance within a specific historic context, an evaluation of a property's integrity can only occur after historic significance has been established.⁷¹

State Criteria

California Office of Historic Preservation's Technical Assistance Series #6, *California Register and National Register: A Comparison*, outlines the differences between the federal and state processes. The context types to be used when establishing the significance of a property for listing on the California Register are very similar, with emphasis on local and state significance. They are:

1. It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States; or
2. It is associated with the lives of persons important to local, California, or national history; or
3. It embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values; or
4. It has yielded, or is likely to yield, information important to prehistory or history of the local area, California, or the nation.⁷²

Like the NRHP, evaluation for eligibility to the California Register requires an establishment of historic significance before integrity is considered. California's integrity threshold is slightly lower than the federal level. As a result, some resources that are historically significant but do not meet NRHP integrity standards may be eligible for listing on the California Register.⁷³

California's list of special considerations is shorter and more lenient than the NRHP. It includes some allowances for moved buildings, structures, or objects, as well as lower requirements for proving the significance of resources that are less than 50 years old and a more elaborate discussion of the eligibility of reconstructed buildings. "In order to understand the historic importance of a resource sufficient time must have passed to obtain a scholarly perspective on the events or individuals associated with the resource. A resource less than fifty years old may be considered for listing in the California Register if it can be demonstrated that sufficient time has passed to understand its historical importance."⁷⁴

⁷⁰ Ibid, 44-45.

⁷¹ Ibid, 45.

⁷² California Office of Historic Preservation, Technical Assistance Series 6, 1.

⁷³ Ibid, 1.

⁷⁴ Ibid, 2 and 3.

In addition to separate evaluations for eligibility to the California Register, the state will automatically list resources if they are listed or determined eligible for the NRHP through a complete evaluation process.⁷⁵

California Historical Resource Status Codes

The California Historic Resource Status Codes (status codes) are a series of ratings created by the California Office of Historic Preservation (SHPO) to quickly and easily identify the historic status of resources listed in the state's historic properties database. These codes were revised in August 2003 to better reflect the many historic status options available to evaluators. The following are the seven major status code headings:

1. Properties listed in the National Register or the California Register.
2. Properties determined eligible for listing in the National Register or the California Register.
3. Appears eligible for National Register or California Register through Survey Evaluation.
4. Appears eligible for National Register or California Register through other evaluation.
5. Properties recognized as historically significant by local government.
6. Not eligible for listing or designation.
7. Not evaluated for National Register or California Register or needs revaluation.

City of San Jose Criteria

The preservation goal of the San Jose General Plan is to “Preserve and enhance historic landmarks and districts in order to promote a greater sense of historic awareness and community identity and contribute toward a sense of place.” (City of San Jose, 2011). According to the City of San Jose's Historic Preservation Ordinance (Chapter 13.48 of the Municipal Code), a resource qualifies as a City Landmark if it has “special historical, architectural, cultural, aesthetic or engineering interest or value of an historical nature” and is one of the following resource types:

1. An individual structure or portion thereof;
2. An integrated group of structures on a single lot;
3. A site, or portion thereof; or
4. Any combination thereof. (Sec. 13.48.020.C)

The ordinance defines the term “historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature” as deriving from, based on, or related to any of the following factors:

1. Identification or association with persons, eras or events that have contributed to local, regional, state or national history, heritage or culture in a distinctive, significant or important way;
2. Identification as, or association with, a distinctive, significant or important work or vestige:
 - a. Of an architectural style, design or method of construction;
 - b. Of a master architect, builder, artist or craftsman;
 - c. Of high artistic merit;
 - d. The totality of which comprises a distinctive, significant or important work or vestige whose component parts may lack the same attributes;
 - e. That has yielded or is substantially likely to yield information of value about history, architecture, engineering, culture or aesthetics, or that provides for existing and future generations an example of the physical surroundings in which past generations lived or worked; or

⁷⁵ All State Historical Landmarks from number 770 onward are also automatically listed on the California Register. (California Office of Historic Preservation, Technical Assistance Series 5, 1.)

- f. That the construction materials or engineering methods used in the proposed landmark are unusual or significant or uniquely effective.
3. The factor of age alone does not necessarily confer a special historical, architectural, cultural, aesthetic or engineering significance, value or interest upon a structure or site, but it may have such effect if a more distinctive, significant or important example thereof no longer exists.

The ordinance also provides a definition of a district: “a geographically definable area of urban or rural character, possessing a significant concentration or continuity of site, building, structures or objects unified by past events or aesthetically by plan or physical development.” (Sec. 13.48.020.B)

Additionally there are eight factors that determine whether a resource is eligible as a city landmark. “Prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
2. Its location as a site of a significant historic event;
3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;
5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.” (Sec.13.48.110.H)

Although the definitions listed are the most important determinants in evaluating the historic value of San Jose resources, the City of San Jose also has a numerical tally system that must be used in identifying potential historic resources. The “Historic Evaluation Sheet” requires resources to be rated according to visual quality/design; history/association; environment/context; integrity; reversibility; interior quality and conditions; and NRHP/CRHR status.

A points-based rating system is used to score each building according to the extent to which it meets the criteria listed above. The final tallies are broken into two categories:

- Potential Historic Resource (evaluate for possible status as a City Landmark/California Register resource: 33+ points
- Non-Significant structure: 0-32⁷⁶

⁷⁶ City of San Jose, *Revised Guidelines for Historic Reports*, 2-26-2010.
<http://www.sanjoseca.gov/DocumentCenter/Home/View/668> (accessed May 30, 2014), 13.

According to the City of San Jose's *Guide to Historic Reports*, a City Landmark is "a significant historic resource having the potential for landmark designation as defined in the Historic Preservation Ordinance. Preservation of this resource is essential."⁷⁷ The list of historically significant resources in San Jose is called the "City's Historic Resources Inventory."

California Environmental Quality Act

When a proposed project may adversely affect a historical resource, the California Environmental Quality Act (CEQA) requires a city or county to carefully consider the possible impacts before proceeding (Public Resources Code Sections 21084 and 21084.1). CEQA equates a substantial adverse change in the significance of a historical resource with a significant effect on the environment (Section 21084.1). The Act explicitly prohibits the use of a categorical exemption within the CEQA Guidelines for projects which may cause such a change (Section 21084).

A "substantial adverse change" is defined as "physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired." Further, that the "significance of an historic resource is materially impaired when a project "demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for inclusion in the California Register of Historical Resources;" or "demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources..." or demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA."

CEQA effectively requires preparation of a mitigated Negative Declaration or an EIR whenever a project may adversely impact historic resources. Current CEQA law provides that an EIR must be prepared whenever it can be fairly argued, on the basis of substantial evidence in the administrative record, that a project may have a significant effect on a historical resource (Guidelines Section 15064). A mitigated Negative Declaration may be used where all potentially significant effects can be mitigated to a level of insignificance (Section 21080). For example, a mitigated Negative Declaration may be adopted for a project which meets the Secretary of Interior's Standards for Rehabilitation and local historic preservation regulations, and so will not adversely affect the resource.

For the purposes of CEQA (Guidelines Section 15064.5), the term "historical resources" shall include the following:

1. A resource listed in, or determined to be eligible by the State Historical Resources Commission, for listing in, the California Register of Historical Resources (Pub. Res. Code SS5024.1, Title 14 CCR, Section 4850 et.seq.).
2. A resource included in a local register of historical resources, as defined in Section 5020.1(k) of the Public Resources Code or identified as significant in an historical resource survey meeting the requirements of Section 5024.1(g) of the Public Resources Code, shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of evidence demonstrates that it is not historically or culturally significant.

⁷⁷ City of San Jose, 12.

3. Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California, may be considered to be an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing in the CRHR (Public Resources Code Section 5024.1, Title 14 CCR, Section 4800.3) as follows:
 - A. Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
 - B. Is associated with the lives of persons important in our past;
 - C. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
 - D. Has yielded, or may be likely to yield, information important in prehistory or history. (Guidelines for the California Environmental Quality Act)

VII. EVALUATION

San Jose City Landmark Evaluation

The San Jose Mercury News building may be eligible as a San Jose City Landmark. The building is potentially eligible as a city landmark as it meets six of the eight factors the Historic Landmarks Commission would consider when evaluating the site for designation as a landmark.

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture.

The San Jose Mercury News building is an important part of San Jose's history. The paper is the longest running newspaper in the area and has chronicled the events and history of San Jose since before the 1900s. Therefore, the site appears to be eligible as a historic landmark.

2. Its location as a site of a significant historic event.

The site is not associated with a particular historic event.

3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history.

The Ridder family, owners of the *San Jose Mercury News* and commissioners of the building, were a prominent family that shaped the news landscape of San Jose and the Bay Area. Therefore the site, because of its association with the Ridder family, appears to be eligible as a landmark.

4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José.

The site of the San Jose Mercury News building housed the most prominent newspaper organization in the city. The newspaper grew and expanded with the City of San Jose. The paper has highlighted activities and current events in the area for over 100 years. Therefore, the site appears to be eligible due to its association with the prominent newspaper the *San Jose Mercury News*.

5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style.

The building does not exhibit a particular architectural style that can be associated with a group of people during a particular period in history.

6. Its embodiment of distinguishing characteristics of an architectural type or specimen.

The building is an example of a Modern style corporate/industrial building, constructed of pre-fabricated parts. It embodies many elements of the Modern style – flat roof, rectangular massing, concrete structure, lack of ornamentation and designed landscaping.⁷⁸ The design made use of building materials in a modern way – exposed steel posts, pre-fabricated panels and large vertical windows. In particular, the entry loggia and surrounding pool are key elements of the design. The dramatically designed entrance is highlighted by John Jagger's massive bronze sculpture hanging from the ceiling. Therefore, the building appears to be eligible as a landmark because of its Modern architectural design.

7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José.

Architect Warren Heid designed several buildings in San Jose, but it appears most of his work occurred outside of San Jose. While the building was designed by Heid his work does not appear to be influential in the development of San Jose. The contracting firm of Carl N. Swenson Company built the structure. The firm is credited with building numerous structures around San Jose. At the time of Carl's death in 1974, the company was the oldest and largest general contracting business in San Jose. The company constructed many of San Jose's notable structures, from high-rise buildings to schools to the airport terminal to hotels and many more. The Carl N. Swenson Company did influence the development of San Jose, as the company constructed much of the City's major buildings. Therefore, the building constructed by the prolific and prominent builder Carl N. Swenson appears eligible as a landmark structure.

8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

The building, while designed in a Modern style, did not make use of architectural innovations, but rather used standard modern building materials of the time. However, the structure has several unique design elements – the loggia and surrounding pool with its fountains at the entry, and the large bronze sculpture at the loggia ceiling. These elements dominate the building's front elevation as seen in the aerial photograph taken soon after the building opened (figure 14). The metal sculpture is so large and architectural it becomes one of the architectural features of the entry loggia. The loggia, pool and sculpture are unique and embody the Modern architectural style in which the

⁷⁸ Past Consultants, LLC, *Historic Context Statement – San Jose Modernism*, June 2009, 80 and 92.

building was designed. Therefore, it appears these unique design elements may make the structure eligible as a landmark structure.

Additionally, the building scored 56.6 on the Evaluation Tally Sheet making the structure eligible for possible City Landmark status; therefore, the building would be considered a potential historic resource for purposes of CEQA.

California Register of Historical Resources

Currently the building is not eligible for listing on the CRHR as not enough time has passed to assess its historic importance and that of the Ridder family. While the structure is currently a few years shy of being eligible for CRHR eligibility it may be eligible for listing once it reaches 50 years of age because of its association with the *San Jose Mercury News* and the Ridder family, and because of its Modern architectural style.

Criterion 1

The San Jose Mercury News headquarters at 750 Ridder Park Drive, constructed in 1967, is associated with San Jose cultural heritage. As a newspaper, the *San Jose Mercury News* has made significant contributions to the patterns of everyday life in the region. The daily paper brought news, opinions and advice to thousands and then millions of readers since it was first published in 1850s. Purpose-built for the newspaper, the headquarters building outside of downtown is a visible reminder of the important role the paper has had in the community. While the building may be potentially eligible for the CRHR under Criterion 1 for its association with the *San Jose Mercury News*, today the building lacks the necessary age to be considered for eligibility. In general, buildings less than 50 years old are considered historic resources if they constitute an exceptional achievement in architecture or engineering, or are of otherwise exceptional importance.⁷⁹

Criterion 2

750 Ridder Park Drive is associated with the Ridder family, particularly Joseph B. Ridder and P. Anthony Ridder. These men were prominent businessmen and citizens; they made significant contributions to the daily operations of the *San Jose Mercury News*. Joseph Ridder commissioned the new plant building at 750 Ridder Park Drive. Additionally, they helped shape the newspaper industry as a whole, especially when P. Anthony Ridder was overseeing development of online services. Therefore, the *San Jose Mercury* building may eligible under Criterion 2 for the CRHR. Since the family was actively involved in the operation of the paper up until the last decade, not enough time has passed to gain a scholarly perspective. Again, however the building lacks the necessary age to be considered a historic resource.⁸⁰

Criterion 3

Local architect Warren Heid designed the main building at 750 Ridder Park Drive in a Modernist style – corporate/industrial modern. While a successful local architect designed the complex, the site cannot be considered the work of a master architect. The building does however embody the distinctive characteristics of the corporate/industrial modern style that was popular during the 1960s in San Jose – large rectangular massing, flat roof, steel and concrete as the primary structure, absence of applied

⁷⁹ United States, Department of the Interior, *How to Apply the National Register Criteria for Evaluation*, National Register Bulletin, no. 15 (Washington, D.C.: United States Department of the Interior, 1997), 42-43 and California Office of Historic Preservation, *California Register and National Register: A Comparison*, Technical Assistance Series 6, Sacramento, CA: California Department of Parks and Recreation, 2001, 3.

⁸⁰ Generally, it is easier to find a property less than fifty years old eligible under Criterion C as scholarly research regarding architecture and architects is more readily available. Many times architectural contexts have already been established. The San Jose Mercury building is a distinctive example of building from the period. However, there is nothing exceptional about the design to warrant the building being eligible for the CRHR when it is less than fifty years old.

ornamentation, and landscaping separating the building from the street.⁸¹ Local contractor Carl N. Swenson is credited with the construction and with many of the additions to the building. Swenson, a prolific contractor in San Jose, is known for constructing quality buildings and influencing building trends in San Jose. The building may be potentially eligible for the CRHR under Criterion 3 because it is a distinctive example of a Modern style for corporate/industrial buildings and because of its association with contractor Carl N. Swenson. Again, however the building lacks the necessary age to be considered a historic resource under this criterion as the building is not an exceptional example of the style.

Criterion 4

Archival research provided no indication that the property has the potential to yield information important to the prehistory or history of the local area, California, or the nation. The property does not appear eligible for listing in the CRHR under Criterion 4.

Integrity

The San Jose Mercury News building retains its integrity of location, setting, materials, workmanship, feeling and association. Integrity of design has only been compromised at the rear of the structure where multiple additions occurred. Most importantly, the main facade of the building maintains the integrity of design as little has been altered since it was first constructed in 1967. Although a disabled access ramp has been added to the east of the main entry, this feature does not materially affect the integrity of the architecture.

VIII. IMPACTS AND MITIGATION MEASURES

Historical resources include properties eligible for listing on the National Register of Historic Places, the California Register of Historical Resources or a local register of historical resources (as defined at Public Resources Code §5020.1(k)). According to Public Resources Code §15064.5(b), a project would have a significant effect on an historic resource if it would “cause a substantial adverse change in the significance” of that resource. Specifically, “[s]ubstantial adverse change in the significance of an historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired.”

Project Impacts

Given that 750 Ridder Park Drive appears to be a historical resource under CEQA, the proposed demolition of this building would likely cause a substantial adverse change and, therefore, the project would appear to have a significant and unavoidable impact on the environment. The demolition of a historical resource usually cannot be mitigated to a less-than-significant level. The following mitigation measures are suggested, but generally are not adequate under CEQA to mitigate the loss of a historical resource significant for its historic association and architecture, and the impact would remain significant and adverse.

Mitigation 1: HABS-level III Documentation

Documentation usually consists of a written history of the property, plans and drawings of the historic resource, and photographs.⁸² Often, reference is made to the Historic American Buildings Survey

⁸¹ Past Consultants, LLC, *Historic Context Statement – San Jose Modernism*, June 2009, 80 and 92.

⁸² United States National Park Service, Department of Interior, “Archeology and Historic Preservation: Secretary of the Interior’s Standards and Guidelines,” http://www.cr.nps.gov/local-law/arch_stnds_6.htm (accessed July 1, 2014).

(HABS) and its guidelines for preparing histories, drawings and photographs. HABS documentation is referenced because it is recognized throughout the country as the standard way of documenting historic resources. The guidelines have a tiered approach to documentation, reserving the most rigorous level to relatively more important historic resources, such as the requirement for measured drawings, while for other resources a sketch plan could suffice.

Prior to demolition of 750 Ridder Park Drive the property will be recorded following the specifications set by the Historic American Buildings Survey (HABS). This documentation will include:

- Drawings – sketch floor plans of the buildings and a site plan.
- Photographs – digital photographs meeting the Digital Photography Specifications Checklist.
- Written data – a historical report with the history of the property, property description and historical significance.

A qualified architectural historian meeting the qualifications in the *Secretary of the Interior's Professional Qualification Standards* will oversee the preparation of the sketch plans, photographs and written data.

The documentation shall be filed with the San Jose Library's California Room and the Northwest Information Center at Sonoma State University, the repository for the California Historical Resources Information System. All documentation shall be submitted on archival paper and must first be reviewed by the City of San Jose.

Mitigation 2: Commemoration and Public Interpretation

Since the proposed project requires the demolition of the historical resource on the site, creation of an interpretive program, exhibit or display is appropriate. This would require the project sponsor to prepare a permanent exhibit/display, with the help of an experienced professional, of the history of the property including, but not limited to, historic and current condition photographs, interpretive text, drawings, video, interactive media, or oral histories. The exhibit/display would be placed at two locations. One, in a suitable, publicly accessible location on the site, or in the lobby of the one of the proposed warehouses. The other in a suitable, publicly accessible location at the new downtown headquarters of the *San Jose Mercury News*.

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The following
items were
received after
packets were
distributed.



Super Micro Computer: Green Computing Campus Site Plan Fact Sheet

Having operated in San Jose since its founding in 1994, Super Micro Computer is proposing to consolidate its advanced manufacturing and shipping operations with the development of its Green Computing Campus on Ridder Park Drive. This investment in San Jose would not only signal the company's continued investment in San Jose, but would result in thousands of new jobs for the city and generate millions of dollars to the local economy on an annual basis. Furthermore, the investment in advanced manufacturing at SuperMicro Computer's Green Computing Campus would represent an enormous economic coup for the City of San Jose during a time in which many companies have moved these types of manufacturing offshore to defray much of the labor costs associated with this expensive and meticulous industry.

As part of its Master Site Development Permit Application, Super Micro Computer is proposing the demolition of the existing building on the site, which served as the headquarters of the San Jose Mercury News from 1967 to 2013, when the newspaper's parent company sold the site to Super Micro Computer.

After much analysis and due diligence, Super Micro Computer has determined several reasons why the preservation and reuse of existing building is functionally infeasible.

Site Incompatibility: Due to the building's central location on the site, it would restrict intensification of the site, which is not only critical to the financial viability of the company's investment in the Green Computing Campus, but is also a key goal outlined in the North San Jose specific plan. In addition, the preservation and reuse of the existing building would create serious and insurmountable logistical impediments during the construction of the proposed Green Computing Campus. Super Micro Computer has meticulously laid out a site plan and construction schedule that would accommodate its advanced manufacturing and shipping operations. Retaining the existing building on site would substantially hamper the company's current development plans for the site, as well as its future plans to further intensify its operations on the site.

Building Incompatibility and Inefficiency: The layout and general infrastructure of the existing building is incompatible to Super Micro's planned advanced manufacturing operations, consisting of both production and assembly, as well as an abundance of high pile material and inventory storage. The current building would require significant modifications to the core, shell and interiors of the building to suit Super Micro's operational needs, while also requiring T-24 upgrades to the existing, antiquated utility infrastructure. However, even with these significant modifications, the existing facility would still not match the efficiency and compatibility required for advanced manufacturing operations nearly as well as a modern, newly constructed facility.

Site Circulation: The central placement of the existing building and loading dock positions would restrict the circulation of traffic and shipping operations on the site, both of which are critical to the advanced manufacturing, warehousing and shipping operations envisioned for the future facility and would hinder the company's ability to design a site plan that allows for the best and most efficient use of the site. The site needs to be reconfigured to satisfy requirements for flexibility of truck access, egress and circulation.

Design Inconsistency: The design of the existing building reflects a "Modern" industrial architectural design popular in the 1960s that is not reflective of the design envisioned by

Super Micro Computer for its Green Computing Campus, which is meant to embody green manufacturing and technology, nor the innovative, industrial character of North San Jose envisioned in the City of San Jose's 2040 General Plan.

Super Micro Computer acknowledges the historical and cultural significance of the existing building on the site, mostly given the important role the *San Jose Mercury News* and the Ridder Family has played in the growth and development of the region. It is for that reason that Super Micro Computer is working collaboratively with the City of San Jose, *San Jose Mercury News*, History San Jose and the San Jose Museum of Art to develop a package of measures to mitigate against the unavoidable loss of this historic and cultural resource.

Super Micro is actively exploring several measures to commemorate the historic and cultural character of the existing building, including:

Plaque or Signage: Super Micro Computer is exploring how to fabricate and install a plaque or comparable signage that would signify the previous use of the site and inform future visitors of the historical and cultural significance of the location.

Photo Documentation: Super Micro Computer is committed to documenting the existing building on the site through photographs prior to its demolition to encapsulate the architectural design elements and capture areas of the building that served as historically significant locations.

Online Exhibit: Super Micro Computer has engaged with History San Jose to initiate discussions to design an online exhibit detailing the history of the *San Jose Mercury News* at its Ridder Park location. The online exhibit would feature photos of the existing building prior to its demolition, as well as historic photos currently in the possession of the *San Jose Mercury News* in order to capture the operations of the newspaper and tell the history of many of the notable individuals that worked there over the 45 years at the site. In addition, the online exhibit would feature pictures and descriptions of historic artifacts in the possession of both Super Micro Computer and the San Jose Mercury News that help tell the story of the newspaper's contribution to the region.

Preservation of the Bronze Sculpture: Super Micro Computer has engaged Rosa Lowinger & Associates to determine the requirements and cost of preserving the bronze sculpture crafted by John Jagger, and donating the sculpture to an organization that can allow for public viewing, in accordance with the wishes of the late artist's family. Super Micro Computer has engaged with the *San Jose Mercury News*, History San Jose and the San Jose Museum of Art attempting to find an alternative location for the piece once it has been removed, cleaned and restored at Super Micro Computer's expense.

Super Micro Computer takes pride in its role as a longtime industry leader in San Jose, and is firmly committed to simultaneously preserving the history and culture of San Jose and supporting its growth as a regional center for employment through the increase in jobs at its future Green Computing Campus. The company will continue to engage collaboratively with the City of San Jose and prospective partners in order to document and preserve the historical and cultural significance of the former *San Jose Mercury News* headquarters to the best of its abilities in the context of its goals for the future Green Computing Campus, while retaining its commitment to grow its company in San Jose, contributing to the achievement of overall economic growth for San Jose.